

MICHAEL BLAINE BROOKS, P.C.
A PROFESSIONAL LAW CORPORATION

Telefacsimile 818.225.1569

RECEIVED
CENTRAL FAX CENTER

JUN 15 2004

OFFICIAL

FACSIMILE

TO: COMMISSIONER FOR PATENTS

FROM: MICHAEL B. BROOKS

FAX: (703) 872-9306

PAGES (INCLUDING COVER): 5

PHONE: (703) 308-4357

DATE: JUNE 15, 2004

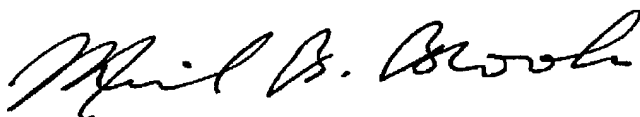
RE: INFORMATION DISCLOSURE STATEMENT FOR SERIAL NUMBER 10/817593

COMMENTS:

DEAR SIR,

ATTACHED PLEASE FIND THE FOLLOWING ITEMS TO BE MADE OF WRITTEN RECORD
IN THE ABOVE-CITED APPLICATION FILE:

1. TRANSMITTAL SHEET (1P.);
2. COVER LETTER (2PP.);
3. IDS FORM PTO - 1449A/PTO (1P.)



MICHAEL B. BROOKS
REG. NO. 39,921

The information transmitted with this fax may include information that is confidential or protected by attorney/client privilege. If you are not the intended recipient of this transmission, please notify the sender immediately so that the materials may be returned at no cost to you. Thank you for your cooperation.

5010 No. Parkway Calabasas, Suite 104 • Calabasas, California 91302 • Telephone 818.225.2920

BEST AVAILABLE COPY

PTO/SB/21 (02-04)

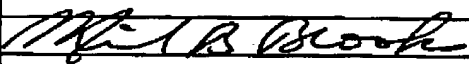
Approved for use through 07/31/2006, OMB 0851-0031

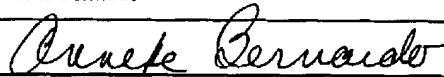
U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	10/817593	
	Filing Date	April 1, 2004	
	First Named Inventor	David A. Gerken	
	Art Unit		
	Examiner Name		
Total Number of Pages in This Submission	4	Attorney Docket Number	GERKEN0401

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance communication to Technology Center (TC)
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Change of Correspondence Address	<input type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	
<input checked="" type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Response to Missing Parts/Incomplete Application	Remarks	
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Michael Blaine Brooks P. C. Reg # 39,921
Signature	
Date	June 15, 2004

CERTIFICATE OF TRANSMISSION/MAILING			
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.			
Typed or printed name	Anneke Bernardo		
Signature		Date	6/15/04

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

BEST AVAILABLE COPY

2157

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

OFFICIAL
RECEIVED
CENTRAL FAX CENTER
JUN 15 2004

Application No. :10/817593
Applicant :David A. Gerken
Title :System and Method for Selectively Acquiring and Targeting
Online Advertising Based on User IP Address
Filed :April 1, 2004
Art Unit :
Examiner :
Docket no. :GERKEN0401
Customer no. :24507

Date: June 15, 2004

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Supplemental Information Disclosure Statement

Dear Sir,

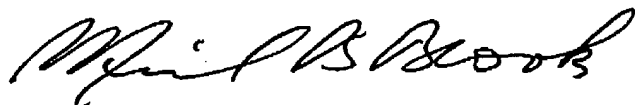
The applicant respectfully request the enclosed references be considered during the examination of the application referenced above. For convenience of the Examiner, the references are listed on the attached Substitute for Form PTO-1449A/PTO herein.

BEST AVAILABLE COPY

2

Accordingly, it is respectfully requested that these references be considered in the examination of this application and be made of written record in the application file.

Respectfully submitted,



Dr. Michael B. Brooks, Esq.
Registration Number 39,921
Telephone No. (818) 225-2920; FAX (818) 225-1569
The Law Offices of Michael Blaine Brooks
5010 N. Pkwy Calabasas, Suite 104
Calabasas, CA 91302-3913

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Application Number	10/817593
Filing Date	April 1, 2004
First Named Inventor	David A. Gerken
Art Unit	
Examiner Name	
Attorney Docket Number	GERKEN0401

BEST AVAILABLE COPY